THE FASTEST ROAD TO SUCCESS

The Secret Used by the World's Richest People to Double, Triple or Even 10X Their Income and Wealth

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Smashwords Edition

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Published by
Ink 'n Ivory
P O Box 6321, Rouse Hill, NSW. 2155. Australia

www.inkNivory.com

Printed in Australia

First Printing: 2015

ISBN: 978-1-922113-18-4 (Mobi)
ISBN: 978-1-922113-17-7 (ePub)

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Introduction

Highly successful people leverage - etch this in your memory! You can achieve 100 times more, through a team or organization of people, than you can ever do by yourself. There are only 24

hours in a day and, no matter how talented you are, or how much you get paid per hour, doing it all by yourself means that there is a cap on what you can earn. So, alone you have no leverage. However, by learning to leverage, you can also benefit from a percentage of other people's efforts and, thereby, dramatically increase your income.

It is commonly understood that *success in any endeavor is accelerated by using leverage*, yet most peoples' understanding of leverage is limited to financial leverage (or gearing) - the use of borrowed money to make an investment and achieve the best possible return on investment (ROI).

However, financial leverage is only a figment of the concept of leveraging. Therefore, it is not surprising that more than 95% of people underutilize this powerful strategy and thereby drastically compromise the extent of their success in life. Clearly, most people don't truly recognize the immense power of leverage to transform their lives for the better. This book will open their minds and leave them in absolute awe about the amazing power of leverage.

What is Leverage?

Leverage is a simple concept and certainly one of the most powerful practices for success in life. Regardless of what you do for a living, you can always do better by applying the power of leverage.

Leverage is the key to success in business or personal life. It gives you the ability to use more than just you and to accomplish more with less. Also, leverage equates to speed. The more you leverage, the faster you get ahead!

Here is an excellent definition of leverage[1]:

> In the physical sense, leverage is an assisted advantage. As a verb, to *leverage* means to gain an advantage through the use of a tool. For example, you can more easily lift a heavy object with a lever than you can lift it unaided. Leverage is commonly used in a **metaphorical sense**. For example, as a frequently used business or marketing term, leverage is any **strategic or tactical advantage**, and as a verb, means *to exploit such an advantage*, just as the use of a physical lever gives one an advantage in the physical sense.

*This book is about leverage in the **metaphorical sense***. More specifically, it's about leveraging your personal power (talents, skills and attributes) and, just as importantly, the power of others to achieve considerably more in life.

Successful people use leverage *extensively*. They leverage other people's time, money, effort, knowledge, skills, contacts, credibility, systems, tools, etc. to achieve significantly greater outcomes in life. Here are two simple examples:

> Example 1 - McDonald's Franchise:
>
> Someone who owns a McDonald's franchise is leveraging other people's time and effort. There are 168 hours in a week. Working alone for 7 days and nights without a break (which is literally impossible), the owner could work no more than 168 hours. However, by employing

10 youngsters, each working 40 hours a week, the owner would achieve 400 hours of productivity in his/ her business in a single week.

Example 2 – Property Investment:

Someone who takes the risk of borrowing money from a bank and buying (or building) an investment home, which they then rent or sell for a profit, is leveraging other people's money.

Alone, you have little leverage. It means that you have to rely entirely on your own resources (such as time, effort or money) to get ahead. Ultimately it will limit your success because nobody achieves noteworthy success entirely on his/her own steam.

When you get your *team* together, you get your *dream* together. Take charge; be the leader (or "orchestrator"). Invariably, it is the people who are willing to lead that reap the biggest rewards. And, the remarkable thing is: it's often easier. They don't do everything by themselves; they delegate or orchestrate others to do the work for them. They *leverage*!

To take control of your life and your future, become the conductor of your own orchestra; become an "orchestrator" — one who can orchestrate people and events. Your objective is to make beautiful music with your life; to make your life a great performance. The best way to do this is by leveraging other people's resources. Generally, if someone else can do a task better, faster or cheaper than you, delegate or outsource it. Put your attention where you can get the greatest mileage for your efforts.

When you get others to help you out, you get to play on a larger stage. You are going from self-employed to CEO or President of your own business. There is immense power in that. There is immense leverage in that.

The Challenge

Leveraging has always been the secret of the world's wealthiest people. Despite technological advancements, the process of wealth creation is the same today as it has always been. Leverage is indispensable to create wealth.

Sadly, most people choose what they are most comfortable with, whether or not it is the best for them. Also, most people are likely to abandon a demanding process, even if it produces exceptional results. Such is human nature.

Therefore, choosing a financial roadmap for one's life can be quite a challenge. Here are 3 typical scenarios[2]:

1. **The Sidewalk:**
   First prize: $10,000,000 awarded immediately
   – through inheritance or winning the Lottery
   Your odds of winning: 1 in 6 million (.0000016%)

2. **The Slowlane:**
   First prize: $500,000 awarded in 40 years
   – through traditional employment

Your odds of winning: 1 in 6 (16%)

3. **The Fastlane:**
   First prize: $10,000,000 awarded in 6 years
   – through entrepreneurship with *unlimited leverage*
   Your odds of winning: 1 in 7 (14%)

Entrepreneurial standout MJ Demarco says, "You can walk the Sidewalk with no financial plan and convince yourself that the indulgences of today have no consequence for tomorrow, or drive the Slowlane and sacrifice your today for the risk and illusions of a secure tomorrow. The Fastlane is a financial roadmap that can create wealth fast and slash 40 years from wealth accumulation. 'Fast' however is relative – if you're 18 you can be filthy rich by 25; if you're 30, you can be retired by 36; and if you are broke at 48, you can retire by 54."

The Slowlane is devoid of leverage. The Fastlane exploits leverage. The Fastlane is about creating large sums of wealth rapidly and beyond the confines of "middle class."[2]

The Fastlane requires a "growth mindset" and a thorough understanding of "leverage"… a little-understood 8-letter word that is synonymous with financial success. A "growth mindset" requires that you regard failure as a means to grow – i.e. embrace challenges, persevere against setbacks, learn from criticism – as you pursue higher levels of achievement. Success is a poor teacher. You learn best from failure. Failure is the stepping stone to success. So, don't be afraid of failure, which are simply temporary setbacks. A setback is really a "setup" (by Universal Consciousness) … a setup to launch you forward when you stay the course.

Your Growth Options

What's your preference – linear or exponential growth? In other words, do you want to progress at the *same rate* year after year or do you want to progress at an *increasing rate*? My guess is that you prefer exponential growth as it enables you to achieve substantially more with proportionately fewer of your own resources.

To achieve exponential growth, the key is to use the power of leverage. The more you use the power of leverage, the greater your achievement. On the other hand, if you don't make the best use of leverage, you will limit the extent of your prosperity in life. Leverage is so important that you should make it an integral part of your way of life. Basically, you need to live a lifestyle of leverage. That requires you to constantly seek potential opportunities to leverage and benefit from them whenever you can.

To determine whether or not you are living a lifestyle of leverage, every once in a while ask yourself the following question:

Am I consistently achieving better outcomes in life with relatively fewer resources of my own?

The more often you can answer 'yes' to the question, the more you have incorporated leverage as part of your lifestyle.

Consider This

Let's say I offered you a contract to work for me for 31 consecutive days, doing what you are good at, for 8 hours per day with normal work breaks. Your choice of compensation is either a lump sum of $310,000*immediately on commencement*(equating to $10,000 per day), or an initial amount of one cent (at the end of day 1) and doubling each day thereafter for the next 30 days (i.e. 1c on day 1; 2c on day 2; 4c on day 3; 8c on day 4; 16c on day 5; 32c on days 6; 64c on day 7; $1.28 on day 8; $2.56 on day 9; and so on until day 31 when your contract ends). Which payment option would you take?

A no-brainer, right? Most people have an immediate gratification mindset and will therefore choose the lump sum payment of $310,000 on commencement, yet the second option will generate more than $21 million! ($21,474,836.47 to be exact – see table below). This figure is inconceivable for many because they don't truly understand the incredible power of compounding. The long-term investor's best friend is called compounding.

The Effect of Doubling Over 31 Days					
Day	Payment	Cumulative Amount	Day	Payment	Cumulative Amount
1	0.01	0.01	16	327.68	655.35
2	0.02	0.03	17	655.36	1,310.71
3	0.04	0.07	18	1,310.72	2,621.43
4	0.08	0.15	19	2,621.44	5,242.87
5	0.16	0.31	20	5,242.88	10,485.75
6	0.32	0.63	21	10,485.76	20,971.51
7	0.64	1.27	22	20,971.52	41,943.03
8	1.28	2.55	23	41,943.04	83,886.07
9	2.56	5.11	24	83,886.08	167,772.15
10	5.12	10.23	25	167,772.16	335,544.31
11	10.24	20.47	26	335,544.32	671,088.63
12	20.48	40.95	27	671,088.64	1,342,177.27
13	40.96	81.91	28	1,342,177.28	2,684,354.55
14	81.92	163.83	29	2,684,354.56	5,368,709.11
15	163.84	327.67	30	5,368,709.12	10,737,418.23
			31	10,737,418.24	21,474,836.47

Albert Einstein, one of the greatest minds that ever lived, with reference to compounding, said "*Compound interest is the eighth wonder of the world. He who understands it, earns it ... he who doesn't ... pays it*".

Now a 100% return every day is highly unlikely, but the principle of compounding holds true for even smaller returns and, importantly, it has many other applications besides interest income.

'Fastlaners' understand and consciously take advantage of compounding. It has a snowball effect – similar to rolling a snowball down a snowy slope and it'll build upon itself to get bigger and bigger right before your very eyes!

In his best-selling book, *The Cashflow Quadrant*, Robert Kiyosaki mentions a study done many years ago that analysed rich and poor people all over the world. The purpose of the study was to establish how people born into poverty eventually became wealthy. The study found that regardless of their location, the people who made the transition, exhibited three key characteristics:

1.A long term vision and plan
2.A delayed gratification mindset
3.Application of the power of compounding!
Compounding is "the eighth wonder of the world". Never forget it!

Affect Millions and Make Millions

The simple truth is: Your rewards in life are in direct proportion of the value of your services to others. What you earn today is a measure of the value of your services to others. So, it makes sense that, if you want to increase your rewards in life, you must increase the quality and quantity of your services to others.

"How?" you might ask.

Knowing "how" is the key to unlocking your future for a better life.

Start where you are, and stretch yourself to let go of the limiting beliefs that hold you back. If you think it's fairly easy to earn $10 or $100, try to open your mind to the possibility that maybe, just maybe, it could be equally easy (maybe *even easier*) to earn $500 in the same amount of time, or less. Once you've reached that point, push on to $1,000, and keep going from there. When you think that a certain amount of money is "no big deal," you'll find a way to earn that much, and that means you'll be contributing more value to others. The money you receive as compensation is your 'receipt'.

Generally, the extent of your wealth is a measure of how much society 'owes' you for the value you've already contributed. The more people whose lives you affect in a positive and lasting way, the more money you will make. In other words: *Affect millions and make millions*.

This is where multiplication becomes a reality. You need an army (of micro-workers) behind you. It's like a jungle out there and the odds are stacked against you. It is very hard, almost impossible, to reach the higher levels alone. Working solo won't cut it. You must apply leverage and, better still, leverage combined with compounding!

Your earning potential becomes geometric rather than linear when you learn to replicate yourself and use leverage with ideas, work, money, time and people.

Money is important in our society. Therefore, you need to take wealth seriously for yourself and your loved ones. When you set up a profit-generating, wealth-building system, and make it a part of your life, everything else will improve…

• You can be your own boss and decide how, where and when to work
• You can say good-bye to money-related stress and embarrassment
• You can retire early with secure, ongoing income
• You'll be more confident
• You can hold your head up, knowing that the future is taken care of
• You'll be responsible toward your loved ones
• You'll be respected by others
• Your lifestyle will, overall, be more enjoyable

Entrepreneurship is the most time-tested and widely-accepted way to create wealth. The surest road to wealth is to build a successful business of your own.

You have a choice. You can resign yourself to a mediocre life of an employee, or you can take a small, reasonable amount of risk and become your own boss.

The Amazing Truth About Business

If you look at the last US Census data[3], you'll learn some startling truths (which is typical of all developed countries):

1. Solopreneurs (or 1-person business)

• number of Solopreneurs in the US = 22,491,080
• average hours of work per week = 70
• average annual revenue = $45,687.79
• 90% make less than $100,000 per year.

Shocking statistics, to say the least!

2. Small Businesses (between 1 and 20 employees)

• number in the US = 5,217,507
• average hours of work per week = 180
• average annual revenue = $457,205.35

Interestingly, they work about 2.5 times more than the Solopreneur, yet these businesses (with more workers) have an average annual revenue that is about 10 times as much as the Solopreneur. Note that the increase in revenue is progressive, not linear.

3. Large Businesses (over 20 employees)

There are 2,179,121 companies in the US that have over 20 employees and their average revenue exceeds $13 million annually.

Clearly, the *more* people you can leverage on a cost effective basis, the better off you will be.

Now, this does not mean that you must go out and hire a lots of employees. No, not by a long chalk; not unless you have the capacity and the ability to handle the responsibilities that go with

managing lots of employees. There are other options that can have the same (and sometimes, a more rewarding) effect!

Question:

So if you must have more people to truly reach the level of success you want, but employees aren't the way to go, what is?

The smart thing to do is to build a successful business of your own comprising an army of micro-workers who are *not* your employees, but business associates or affiliates. The simple truth is that financially successful people are enterprising. Entrepreneurship is the art of providing profitable solutions to problems. Clearly, now is one of the greatest times in history to create wealth in your own business by taking advantage of emerging trends, offering products or services that match market needs. However, this does not necessarily have to happen through a traditional 'bricks and mortar' business.

While I am convinced that business ownership is one of the most powerful ways to create wealth, I do not encourage you to quit your job to start a business because that is not necessary, and often it is not practical. Today there are excellent opportunities to build a business from your home, starting part-time without having to give up your full-time job.

However, I am not advocating just any home-based business. Clearly, there are some opportunities that are far more lucrative than others. One of the best ways to leverage yourself is through automation – building a system that disengages you from the manual work needed to keep it successful… as the following story illustrates.

THE PIPELINE STORY

There was once a small mountain village where the natives were dependent upon a spring in the centre of their village. One day the spring suddenly ran dry. There was another spring and reservoir a few miles away but it was too far for the villagers to travel.

The village leaders called an emergency meeting to discuss the issue. Two villagers offered to take on the task of delivering water to the village on a daily basis. The elders awarded independent contracts to each of them. They felt that a little competition would keep prices low and ensure a backup supply of water.

The first of the two people, Ed, immediately ran out, bought two galvanized steel buckets and began running back and forth along the trail to the reservoir.

He immediately began making money as he labored morning till dusk hauling water from the reservoir with his two buckets. He would empty them into the large concrete holding tank the village had built.

Each morning he arose much earlier than the rest of the villagers to make sure there was enough water to meet their morning needs. It was hard work, but he was very happy to be making money and for having one of the two exclusive contracts for this business.

The second winning contractor, Bill, disappeared for a while. He was not seen for months, which made Ed very happy since he had no competition. Ed was making all the money.

Instead of buying two buckets to compete with Ed, Bill had created a plan, found four investors, and returned six months later with a construction crew. Within a year his team had built a large volume stainless steel pipeline, which connected the village holding tank to the reservoir.

At the grand opening celebration, Bill announced that his water was cleaner than Ed's water. Bill knew that there had been complaints about dirt in Ed's water.

Bill also announced that he could supply the village with water 24 hours a day, seven days a week. Ed could only deliver water on the weekdays. He did not work on weekends.

Then Bill announced that he would charge 75% less than Ed did for this higher quality and more reliable supply. The village cheered and ran immediately for the faucet at the end of Bill's pipeline.

In order to compete, Ed also lowered his rates by 75%, bought two more buckets, added covers to his buckets, and began hauling four buckets each trip. In order to improve his service, he employed his two sons to give him a hand for the night shift and on weekends.

Bill, the pipeline builder, however, began enjoying the fruits of his labor. He drastically reduced his work hours and began enjoying the income his venture generated. He found the pipeline required minimal maintenance, so he was free to spend his days fishing the mountain streams and enjoying time with his kids.

Many years later, after both men had died, the pipeline was still an integral part of village life and the pipeline builder's children continued to enjoy the benefits of their father's entrepreneurial spirit.

(Adapted from 'The Cashflow Quadrant' by Robert Kiyosaki)

The purpose of this story is to illustrate the difference between the 'Slowlane' (trading hours for dollars) and the 'Fastlane' (creating a better system, product or service that will leverage your work). *Your objective is to position yourself in such a way that you enjoy a good income, a high standard of living, and be the master of your economic destiny rather than a victim of changing economic times.* And, to do that, you need to engage in a business that will create for you and your family a 'pipeline' of passive income that could last for the rest of your life. This is the way to real freedom - the freedom to live life on your terms.

Linear vs Leveraged Residual Income

Linear income is the compensation that you receive from a job as wages, fees, tips, and commissions. If you have a job, then you are earning linear income. Basically, you are trading hours for dollars. With a job, your wealth depends on how much you work. *When you stop trading your hours, you stop getting dollars*. There's nothing wrong with linear income, except that when you are no longer able to trade hours, you will stop earning.

Leveraged residual income is an income received on a regular basis, with little effort required to maintain it e.g. real estate that earns you recurring income through lease or rental payments. Leveraged residual income (often called residual, passive, or *recurring income*) is income that continues to be generated after the initial effort has been expended. One of the great advantages of leveraged residual income is that once your system is set in place, you continue making money from your initial efforts, while gaining time to devote to other things. There are many

forms of residual income such as royalties from a book you wrote, a gadget you invented, a song you recorded, or income from a referral or associate program.

Question:
Given a choice, which would you rather have:

- work hard and get paid only once for you effort, through linear income? OR
- work hard and get paid repeatedly for that one-time effort – perhaps for years or even the rest of your life – through leveraged residual income?

People would do better, if they knew better.
~ Jim Rohn

Conclusion

Destiny is not a matter of chance. It's a matter of choice. We do not choose to be poor. We make poor choices. We can pursue what we want, or we can do what is comfortable (for now). Ultimately, life is what we make of it consciously through our decisions and actions. If we don't decide, we have decided anyway – we have decided not to act, and must therefore settle for a life of quiet desperation and non-fulfillment.

It seems that most of us live our lives in a manner that is entirely too safe, and hence very limiting – like a bicycle with the training wheels still in place. The reality is that people who play is safe continually miss opportunities and seldom make progress. Every high achieving person knows that to improve and grow, one (absolutely) must try new and different things. If you try, you can succeed. But, if you don't try, there is absolutely no way that you can succeed because you always miss 100% of the chances you don't take.

If you do what you have always done, you will get what you have always gotten. Life is a persistent teacher. It will repeat a lesson over and over until it is learned. In other words, we will continue to experience setbacks (difficulties, frustrations, obstacles, etc.) until we change our behaviour – until we do different. Sooner or later, we will learn that which we need to know. For some it will be sooner. For others it will be later – oftentimes too late. Northcote Parkinson said, "Delay is the deadliest form of denial".

You need to get intentional and strategic in the use of leverage in every part of your life. This means understanding, mastering and fully utilizing the concept of leverage. Leverage is the key to multiplying your potential for success and financial achievement. It involves using methods that allow you to accomplish (a lot) more things, in association with others, than you could accomplish on your own.

Every successful person takes advantage of leverage. *Why not you*?

An Invitation

In his book, *The Next Millionaires*, renowned economist, Paul Zane Pilzer, makes a case for a narrowly defined window of opportunity and describes the coming two decades as being periods of 'highly selective prosperity' where only certain people, industries and economies will prosper. Pilzer explains that there are several industries set for *stellar growth* in this 'highly selective arena of prosperity' including some of the following: wellness, distribution, home-based businesses, the internet, and personal development.

You are either in the Fastlane or you are not. If you are not, then I invite you to learn more about what is perhaps, the single most powerful self-employment opportunity in the world today – a *recurring income* business model that leverages most, if not all, of the stellar growth industries mentioned above… to the hilt.

There is no cost or obligation to learn about the *recurring income* business model. In fact, you don't pay us a dime even if you chose to embrace this business model – *our services are completely free of charge*. Your success is our reward! We will explain the benefits, how it works and how it can make a difference to your life and the world at large.

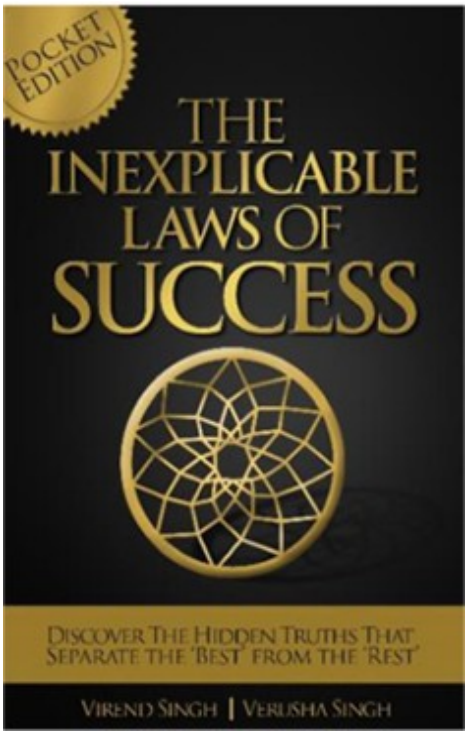
If you are Fastlane material, then we want to befriend you. ACT NOW! Simply register your interest to engage in further dialogue at our website (click this link). It will be worth it – we promise.

"Life is too short to wake up in the morning with regrets. So, love the people who treat you right and forget the ones who don't. And believe that everything happens for a reason. If you get a chance, take it. If it changes your life, let it. Nobody said that it would be easy; they just promised it would be worth it."

— Harvey MacKay

An Invitation

Thank you for reading this ebook. We hope that you obtained some value from it. Even if you decide that the Fastlane is not for you, you will certainly gain great insights about success from the Pocket Edition of our flagship publication, *The Inexplicable Laws of Success: Discover the Hidden Truths That Separate the 'Best' from the 'Rest'*. We want you to have it because we appreciate you.


POCKET EDITION
THE INEXPLICABLE LAWS OF SUCCESS
DISCOVER THE HIDDEN TRUTHS THAT SEPARATE THE 'BEST' FROM THE 'REST'
VIRENDRA SINGH | VERUSHA SINGH

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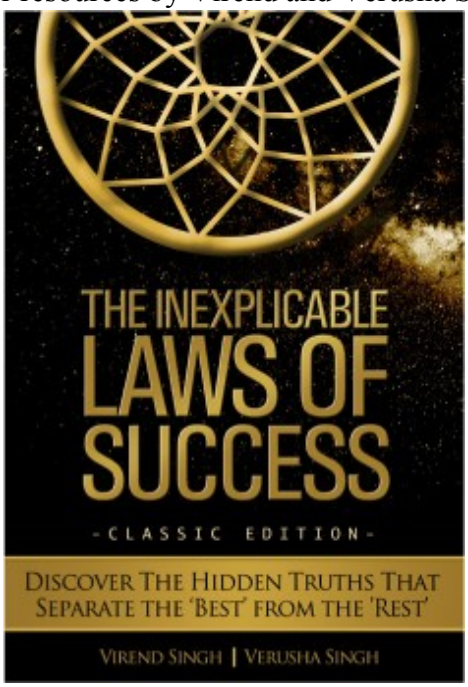
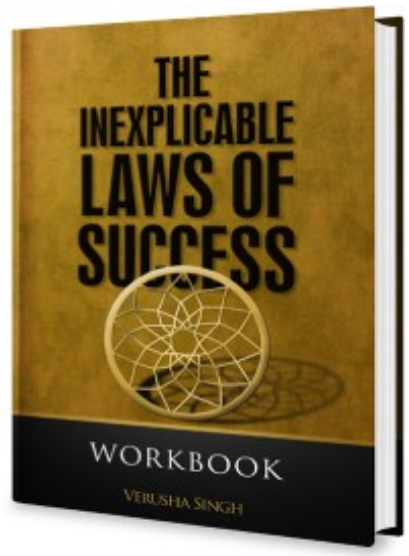
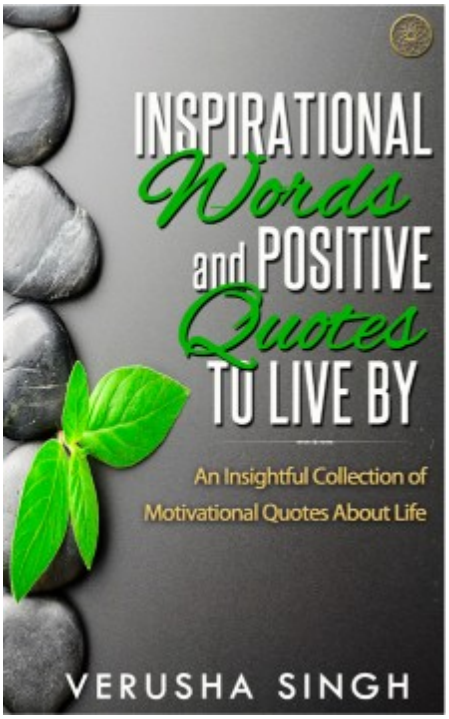


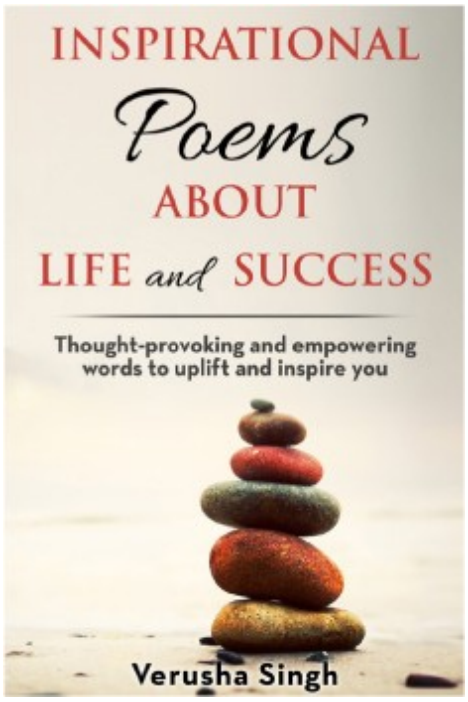
Offering powerful insights into the reality that separate the 'Best' from the 'Rest', *The Inexplicable Laws of Success* [Classic Edition] is perhaps the first and only self-help book that provides a complete map or picture of what it takes to be truly successful in life. Using proprietary (trademarked) concepts, it explains the process of success and achievement in an unconventional yet exciting way. Inspired by the classic, *Think and Grow Rich*(by Napoleon Hill), it makes extensive use of pertinent motivational quotes and inspirational stories to drive home the keys to success in life. Importantly, the content is carefully structured to show the connectivity between key success principles and exactly how they engender spectacular accomplishment.



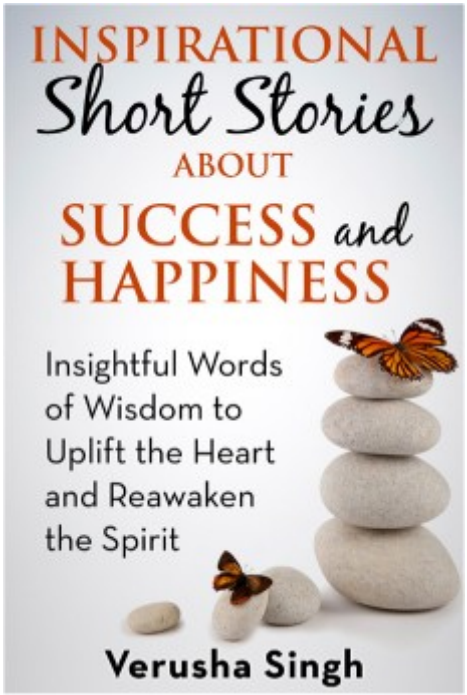
The **Workbook** is a great self-study course to accompany the Classic Edition (above). It is a practical tool that guides the reader/student through the content. The exercises are planned to help reinforce the key learning points in each chapter. For a trainer, it is a very useful reference manual and guide.



Inspirational Words and Positive Quotes to Live By: An Insightful Collection of Motivational Quotes is packed with wisdom and serve to remind you that life can be good, no matter what challenges you may be facing. These quotes will empower and encourage you to live your life to the fullest. They come from accomplished people, sages, philosophers and thinkers, all of whom started out as an ordinary citizens and have achieved greatness.



Inspirational Poems about Life and Success: Thought-provoking and Empowering Words to Uplift and Inspire You is an impressive collection of insightful poetry that will touch your heart, give you hope and motivate you to be your best. The poems provide a powerful source of wisdom and inspiration and will make a great addition to any self-improvement or motivational book collection. It is a great resource for speakers, coaches, teachers, leaders and parents.



Everyone, at some point in their lives, feels overwhelmed by the challenges and obstacles that they have to face. *Inspirational Short Stories about Success and Happiness* will inspire and uplift readers with its amazing stories of optimism, faith, and strength. Stories hold our attention and stay with us long after we have heard them. They serve as examples and help us shatter limiting beliefs and develop a positive attitude towards life.

We all have dreams and aspirations for a better life, but for most people they remain so – just dreams and aspirations – until they die. It doesn't have to be like that. You are essentially a "goal-achieving mechanism" capable of achieving just about any outcome you set for yourself. *Accelerated Goal Achievement: An Authentic Approach to Set and Achieve Goals Faster* will help you take your dreams and turn them into concrete action plans, full of bite-sized action steps that you can confidently execute to successful completion.

References

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About The Authors

This book is the collaborative effort of Virend and Verusha, a father and daughter team.

Virend Singh is a business professional with an MBA and a graduate of the 'school of hard knocks'. His greatest revelation was that Prosperity is the direct result of 'Growing' and 'Contributing'. Having learned first-hand what it takes to achieve notable success, his plans for the future is to work with his daughter Verusha and help people improve the quality of their personal and professional lives.

Verusha Singh is a writer and entrepreneur who operates her own self-publishing business. She has qualifications in Media and Writing, and Editing and Publishing. After graduating from university she held positions at two publishing companies, including Hay House (Australia). Verusha's plans for the future are to continue to write and teach about all aspects of success.

For other resources by Virend and Verusha go to
www.inkNivory.com

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